

fashion / calendar

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March 16, 1964

1964

| JANUARY | FEBRUARY | MARCH | APRIL |
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| SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER |
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---|--|---|--|
| <u>WEEK ENDING FRIDAY, MARCH 13, 1964</u> | | | |
| Thursday March 12 9:30 A.M. Coffee | PREVIEW: IMPORTS AND REPRODUCTIONS Ohrbach's will preview their collection of French and Italian imports and reproductions. For the press, by invitation only. (For Release, Friday, March 13.) Contact: Mary Ann Crenshaw, OX. 5-4000, Ext. 208. Publicity: Mark Klauser, OX. 5-4000. | OHRBACH'S | 5TH FLOOR |
| Thursday March 12 12:30 P.M. Luncheon | SPRING-EARLY SUMMER FASHIONS AT LUNCHEON Malcolm Starr will present their Spring-early Summer Frank Starr Originals, available at Lord & Taylor. Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept.," PL. 9-3000. Fashion Coordinator and Commentator: Mary Alice Rice, PL. 2-5726. | MALCOLM STARR, INC. (530 SEVENTH AVENUE) | HOTEL PLAZA TERRACE ROOM |
| Thursday March 12 4:00 P.M.- 6:00 P.M. | PREVIEW: NEW SHOP-- "PORT OF CALL" Preview for the press of Henri Bendel's new shop for "Objets d'Art" from the Orient. By invitation. (For Release, Wed., March 18.) Publicity: Ruth Hammer, CI. 6-1100. | HENRI BENDEL | 2ND FLOOR |
| Thursday March 12- March 20 | SHOWING OF FALL COLLECTION "Timwear"--Fall collection of daytime separates and dresses at continuous showings. Contact: Rita Young, LO. 5-1620. | CLEOPATRA CREATIONS | 1407 BROADWAY SHOWROOM - 42ND FLOOR |
| Friday March 13 10:00 A.M. | PREVIEW OF IMPORTS AND REPRODUCTIONS Press preview of French imports and reproductions. By invitation. (For Release, Mon., March 16.) Publicity: Rene Hall, OX. 5-4500, Ext. 285. | ALEXANDER'S | 500 CLUB 500 SEVENTH AVENUE |
| Friday March 13 2:00 P.M. | OPEN HOUSE AT NEW SHOWROOM Open house at Albert Imports' new showroom. By invitation. Beginning Mon., March 16, daily informal showings of Fall imported knit costumes, ensembles, and dresses in knit fabrics and prints. Contact: Marjorie Alfus, WI. 7-0107. | ALBERTO IMPORTS, INC. | 500 SEVENTH AVENUE SHOWROOM - 8TH FLOOR |
| Just Released | MEN'S WEAR COLOR CARD, SPRING 1965 Spring '65 color forecast including shirt, jacket, slack and sweater colors for men's wear. Contact: Ann Mulligan, MU. 5-5881. | THE COLOR ASSOCIATION OF THE U.S. INC. | 200 MADISON AVENUE |
| Sunday March 15 11:15 P.M.- 11:45 P.M. | IMPORT FASHIONS ON TELEVISION Television presentation of Macy's Spring import copies. Publicity: Frank Langley, OX. 5-4400. | MACY'S NEW YORK | WNBC-TV CHANNEL 4 |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|--|--|--------------------|-------------------|
| Sunday | FOURTEENTH NATIONAL | TEXAS FASHION | HOTEL MARRIOTT |
| March 15- | PRESS WEEK IN DALLAS | CREATORS ASS'N | DALLAS, TEXAS |
| March 18 | Newspaper fashion editors and syndicate writers will be invited to see Summer showings by 28 members of the Texas Fashion Creators Association at annual press week. By invitation. Contact: Mrs. Velma McKee, 913 Tower Petroleum Building, Dallas, Texas. | | |
| <u>WEEK BEGINNING MONDAY, MARCH 16, 1964</u> | | | |
| March 16 | ALEXANDER'S RELEASE--Imports and reproductions. (Preview, March 13, Pg.1) | | |
| March 16 | ALTMAN'S RELEASE--New French gallery of rooms--7th floor. (No Press Show) | | |
| Monday | SPRING-SUMMER PREVIEW | BERGDORF GOODMAN | 4TH FLOOR |
| March 16 | BY TWO DESIGNERS | | |
| 11:30 A.M. | Fashions by Gigliola Curriel of Milan and Bernard Newman of the U.S.A. By invitation. (<u>For Release, Tues., March 17.</u>) Publicity: Florence Neff, PL. 3-7300. | | |
| Monday | CUSTOMER SHOWINGS | MACY'S NEW YORK | 3RD FLOOR |
| March 16 | OF IMPORT FASHIONS | | BROADWAY BUILDING |
| 12:15 P.M.; | Showings of import fashions for customers, 12:15 and 6:00 P.M. In White | | |
| 6:00 P.M. | Plains--March 19 at 7:30 P.M. Open to public. Publicity: Joan Springler, OX. 5-4400, Ext. 2260. | | |
| Monday | PREMIERE: COIFFURES BY | INTERCOIFFURE | HOTEL PIERRE |
| March 16 | VIDAL SASSOON OF LONDON | | BALLROOM |
| 3:00 P.M. | Intercoiffure will present the premiere showing of coiffures for Spring-Summer by Vidal Sassoon of London; also, the Grand Coiffeurs of U.S.A., including Gene Shacove of Beverly Hills; Enrico Caruso, Victor Balestri, R. Keith, David of the Chatham, Lindahl of San Francisco, and Herbert of Bohle. <u>Show at 3:30 promptly.</u> By invitation. Commentator and contact: John Bernard, TE. 8-0459. Tickets: \$15.00; contact: Mr. Richard, EL. 5-4477. | | |
| Monday | CUSTOMER SHOWING | OHRBACH'S | 5TH FLOOR |
| March 16 | OF IMPORTS | | |
| 5:45 P.M. | Open to public. March 18--Newark--1:00 P.M.; March 20--Westbury--1:00 P.M. Publicity: Mark Klauser, OX. 5-4000. | | |
| Beginning | OPENING: TRANS- | GAY GIBSON, INC. | 1407 BROADWAY |
| Monday | SEASON COLLECTION | | SHOWROOM - 3905 |
| March 16 | Continuous informal showings of Gay Gibson's Trans-season collection in junior sizes, 5 to 15. Contact: LO. 5-4211. | | |
| March 16- | ANNUAL INTERNATIONAL BEAUTY SHOW AT NEW YORK HILTON HOTEL. | | |
| March 18 | Contact: Joseph Burne, Managing Director, 16 W.46th St., PL. 7-9050. | | |
| March 17 | ST. PATRICK'S DAY (Tuesday) | | |
| March 18 | BENDEL'S RELEASE DATE--New shop--"Port Of Call." (Preview March 12--Pg.1) | | |
| Wednesday | PRESS PREVIEW: | W & J SLOANE, INC. | 414 FIFTH AVENUE |
| March 18 | "HOUSE OF YEARS" | | 5TH FLOOR |
| 9:30 A.M. | Preview for the press of Sloane's completely redecorated "House Of Years" shop. By invitation. (<u>For Release, Fri., March 20.</u>) Publicity: Reni Kuhn, OX. 5-3800, Ext. 450. | | |
| Coffee | | | |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Wednesday March 18 5:00 P.M. Champagne | CRAVATS FOR SPRING-SUMMER, 1964 Champagne press preview of Mr. John's "Man of Distinction" cravats for Spring and Summer, 1964. By invitation, for the press only. Contact: Edward Kaplan of Mr. John Cravats, LE. 2-9873. | MR. JOHN | 24 WEST 57TH STREET SALON |
| Thursday March 19 2:00 P.M.; 8:00 P.M. | CUSTOMER SHOWINGS OF IMPORT FASHIONS Alexander's will present their French import collection to customers: March 19 at 2:00 and 8:00 P.M. (Paramus, N.J.); March 21 at 11:00 A.M. and 2:00 P.M. (Milford, Conn.). Open to public. Publicity: Rene Hall, OK. 5-4500, Ext. 285. | ALEXANDER'S | SUBURBAN STORES |
| March 19 | MACY'S IMPORT SHOW FOR CUSTOMERS IN WHITE PLAINS AT 7:30 P.M. | | |
| Thursday March 19 | HATS BY HALSTON FOR SPRING HAIRSTYLES Customer showing of Spring hats for new hairstyles by Coiffures Americana stylists. Mr. Halston will be present from 10:00 A.M. to 12:00 Noon; 2:30 to 5:00 P.M. Publicity: Beatrice Dudek at The Glemby Co., GR.7-4700. | COIFFURES AMERICANA | BERGDORF GOODMAN SALON - 7TH FLOOR |
| March 20 | W & J SLOANE RELEASE DATE--"House Of Years." (Preview March 18--See Pg.2) | | |
| March 22 | HOLY WEEK (March 22-28). | | |
| March 23 | BERGDORF GOODMAN RELEASE--Emeric Partos Spring-Summer furs. (No Press Show) | | |
| Tuesday March 24 9:30 A.M. Coffee | PRESS PREVIEW OF ITALIAN KNITS Altman's press preview of new "Bumble Bee" collection of knits, exclusive with Studio 3. By invitation. (For Release, Wed., March 25.) Publicity: Kay Robinson, OR. 9-7800. | B. ALTMAN & CO. | 3RD FLOOR STUDIO 3 |
| Tuesday March 24 3:30 P.M. | PREVIEW OF FALL KNITWEAR FASHIONS Preview of Fall knitwear collection for the young sophisticate, designed by Howard Lawrence. By invitation. Continuous daily thereafter. Contact: Grace Horton, LW. 4-9000, Ext. 828. | RICANO | 498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR |
| March 27 | GOOD FRIDAY | | |
| March 27 | PASSOVER BEGINS AT SUNDOWN (First day, Sat., March 28.) | | |

EASTER ACTIVITIES IN NEW YORK CITY

| | | | |
|--|---|-------------------|---------------------------------------|
| Sunday March 29 12:00 Noon Luncheon | PRESENTATION OF FASHIONS AT LUNCHEON Hats by Cesar Rubio. Fashions--Terry Allen, Bataldi, Belliciano, Countess Alexander, Pepe Fernandez, Gothe, Pattullo-Jo Copeland, Malcolm Starr, Swiss Fabric and Embroidery Center, Teal Traina. Children's dresses--Cinderella. Furs--Christie Bros. Show at 12:45. Luncheon: \$8.00; contact: EL. 5-3000, Ext. 318. Fashion Show Director and Commentator: Mia Grau, PL. 5-1127. | LEADING DESIGNERS | WALDORF-ASTORIA PEACOCK RESTAURANT |
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(continued on forllowing page)

DATEWHAT'S GOING ONGIVEN BYWHEREEASTER ACTIVITIES IN NEW YORK CITY (continued from page 3)

Sunday
March 29
1:00 P.M.
Luncheon
HATS AND ACCESSORIES
AT EASTER LUNCHEON
"World's Fairest Collection of Hats"--by John Frederics; also Easter bonnets through the years from the Lederman collection. Furs--Reiss & Fabrizio. Show at 2:15 P.M. Reservations: \$15.00 (including one drink), (by advance payment only)--Easter Seal Society, Plaza Hotel. Guest commentator: Betty Furness. Guest star: Robert Alda. Fashion Show Director: Mary Alice Rice, PL. 2-5726.

Sunday
March 29
1:00 P.M.
Luncheon
FASHION SHOW AT
EASTER LUNCHEON
Hats by Miss Alice. Fashions--Belliciano, Countess Alexander, Pepe Fernandez, Harvey Furst, Gothe, Nat Kaplan, Pattullo-Jo Copeland, Malcolm Starr, Swiss Fabric and Embroidery Center, Teal Traina. Furs--Ben Kahn. Children's dresses--Cinderella. Show at 1:45 P.M. Luncheon: \$8.00; contact: EL. 5-3000, Ext. 318. Fashion Director and Commentator: Mia Grau, PL. 5-1127.

Sunday
March 29
1:00 P.M.
FASHION SHOW AT
EASTER LUNCHEON
Mr. John's fine-art-inspired "Delightful Botticelli" collection, for Spring-Summer, including hats, haute couture, furs, custom cosmetics, and boutique accessories. Show at 1:30 P.M. Commentator: Mr. John. Reservations: \$8.50; contact: "Banquet Dept.," PL. 5-1000. Mr. John Publicity: Joseph Mann, PL. 7-1966. Producer: Mary Alice Rice, PL. 2-5726.

Sunday
March 29
1:00 P.M.
Luncheon
MILLINERY FASHIONS
AT EASTER SHOWING
"Breath of Spring for Today and Tomorrow"--by Emme. "La Collection Magnifique" of furs by Georges Kaplan. Show at 2:30 P.M. Reservations: \$11.00, benefit of Easter Seal Society; contact: PL. 9-3000. Guest star: Rudy Vallee. Producer and commentator: Mary Alice Rice, PL. 2-5726.

Sunday
March 29
1:00 P.M.
Dinner
SPRING FASHIONS
AT EASTER DINNER
Showing of Spring fashions by Martha. Dinner music by Arturo Arturos. Commentator: Gail Benedict. Reservations: \$8.50, plus tax, contact: EL. 5-2600.

Sunday
March 29
1:30 P.M.
Luncheon
SPRING-SUMMER FASHIONS
AT EASTER LUNCHEON
Spring-Summer fashions by Oleg Cassini. Guest of Honor: Mr. Sergei Obolensky celebrating his return to the management of the St. Regis Hotel. Music: Peter Duchin's ensemble. Commentator: Mr. Oleg Cassini. Reservations: \$12.50, contact: Mr. Pages, PL. 3-4500, Ext. 123.

March 30 MACY'S RELEASE--Ann Campion gardening fashions. (No Press Show)

Beginning
Monday
March 30
SHOWING OF FALL
JUNIOR KNITS
Dresses and costumes, designed by Frank Adams. Contact: LO. 4-1434.

JUNIOR ACCENT
498 SEVENTH AVENUE
SHOWROOM - 10TH FLOOR

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|--|--|--|--|
| Tuesday March 31 2:00 P.M. | OPENING: EARLY FALL COAT COLLECTION Showing of early Fall coat collection, March 31, April 2, 3, 6, 8, 13, 14 at 2:00 P.M. By appointment. Contact: Mrs. Jaye LoPinto, BR. 9-8987. | ORIGINALA | 512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR |
| April 1 | GIMBELS' RELEASE--Exclusively designed Spring-Summer dresses. (No Preview) | | |
| Thursday April 2 12:00 Noon Luncheon | FIFTIETH ANNIVERSARY PRESENTATION "Fifty Years of Bleachable Fashions in Ready-to-Wear and Home Furnishings" --musical pageant to launch the Fiftieth Anniversary celebration of The Clorox Company. By invitation. Contact: Sandy Black or Katie Saunders, The Clorox Bureau, 300 East 44th Street, 661-3400. | CLOROX BUREAU OF BLEACHING INFORMATION | HOTEL BILTMORE MUSIC SUITE |
| Friday April 3 12:00 Noon Luncheon | FABRICS DIVISION LUNCHEON MEETING "The Fabric Meeting and Exhibit, Fall-Winter, 1964"--Speaker: Mr. Vincent Monte-Sano, Monte-Sano & Pruzan. Chmn.: Virginia Williams, Carlisle Shoe Co. Prices: \$8.00, members; \$10.00, guests. Fall-Winter 1964 fabrics on exhibit, 8:00 A.M. to 10:00 A.M.; 3:00 P.M. to 5:00 P.M.; admission \$2.00 at door for those not holding luncheon tickets. Contact: CI. 7-3940. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL AMERICANA BALLROOM |
| Friday April 3 9:00 P.M. Dinner- Dance | BENEFIT BALL FOR "MARCH OF DIMES" Showing of fashions by Hardy Amies of London. Champagne supper and dancing to Meyer Davis' orchestra, for benefit of the "March of Dimes." Reservations: \$50.00 per person. Contact: Jan Miller at Int'l Automobile Assn., CO. 5-7460. | INTERNATIONAL AUTOMOBILE ASSN. | NEW YORK COLISEUM COLUMBUS CIRCLE |
| Saturday April 4- April 12 | EIGHTH EDITION: INT'L AUTOMOBILE SHOW Hours: Monday-Friday--11:30 A.M. to 11:00 P.M.; Saturday--11:00 A.M. to 11:00 P.M.; Sunday--1:00 P.M. to 8:00 P.M. Prices: Adults, \$2.00; Children, \$1.00. Publicity: David J. Jacobson at Transcom, JU. 2-7447. | INTERNATIONAL AUTOMOBILE SHOW | NEW YORK COLISEUM COLUMBUS CIRCLE |
| April 6 | ABRAHAM & STRAUS RELEASE DATE--New shop for men--mezzanine. (No Press Show) | | |
| Tuesday April 7 9:45 A.M. Breakfast | PRESS PREVIEW OF DESIGNER ROOMS Preview for the press of designer rooms by Barbara D'Arcy. By invitation. (For Release, Wed., April 8.) Publicity: Louise Langdon, PL. 2-1212, Ext. 7204. | BLOOMINGDALE'S | 5TH FLOOR |
| Tuesday April 7 10:00 A.M. | PREVIEW: EARLY FALL COATS AND SUITS Early Fall coats and suits for delivery--June/July. Showings: April 7, 8, 9, 14, 16 at 10:00 A.M. By appointment. Contact: Herbert Gallant, LA. 4-7286. | FRANK GALLANT, INC. | 205 WEST 39TH STREET SHOWROOM - 5TH FLOOR |
| Tuesday April 7 12:30 P.M. Luncheon | SPRING AND SUMMER COTTON FASHION SHOW Galey & Lord's Spring and Summer cottons by leading designers. Press by invitation. Public by reservation, contact: "Banquet Dept.," PL. 5-1000. Publicity--Galey & Lord: Rosemary Sheehan, MU. 5-1280. Fashion Show Director: Mary Alice Rice, PL. 2-5726. | GALEY & LORD | SHERATON EAST HOTEL BALLROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Wednesday April 8 12:30 P.M. And 5:30 P.M. | CALIFORNIA FASHIONS AT CHERRY BLOSSOM FETE Forty-three California designers will present two fashion shows at the annual Cherry Blossom Festival in Washington. Showings at 12:30 (luncheon) and 5:30 P.M. Honorary Chairman: Mrs. Lyndon B. Johnson. By invitation. Contact: Marjorie Carne, C.F.C., Fashion Director, 740 South Broadway, L.A., Madison 7-1034. | CALIFORNIA FASHION CREATORS | SHERATON-PARK HOTEL WASHINGTON, D.C. |
| Wednesday April 8 1:00 P.M.- 10:00 P.M. | THIRD ANNUAL PHOTOGRAPHY SHOW Press preview at 11:00 A.M., April 8. Hours: Sat., 11:00 A.M.-10:00 P.M.; Sun., 1:00-8:00 P.M. Admission \$1.50; children 75¢. Contact: Sheldon Ritter, at Hazard Advertising Co., PL. 9-3100. | INTERNATIONAL PHOTOGRAPHY FAIR | NEW YORK COLISEUM COLUMBUS CIRCLE |
| Wednesday April 8 2:00 P.M. | OPENING: ADVANCE FALL JUNIOR COLLECTION Mam'selle will present their advance Fall junior collection, designed by Betty Carol. By invitation. Contact: Bettye Whiteman, CH. 4-7373. | MAM'SELLE | 498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |
| Wednesday April 8 6:30 P.M. Dinner | SHOWING OF FASHIONS FOR FALL, 1964 Formal dinner and fashion show of trend-setting styles for Fall 1964, featuring "Great American Knits" in Du Pont fibers. Cocktails, 6:30--Terrace Room; Dinner, 7:30--Ballroom, followed by show. For retail store executives, buyers and press, by invitation. Contact: Trade--Joy Diamond, 971-4326; Press--Ellen Morris, 971-4404. | DU PONT | HOTEL PIAZZA TERRACE ROOM |
| April 10 | MACY'S RELEASE DATE--Summer loungewear. (No Press Show) | | |
| Monday April 13 12:30 P.M. Luncheon | SUMMER FASHIONS DURING LUNCHEON Luncheon showing of Vera Maxwell's Summer fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Fashion Show Director: Mary Alice Rice, PL. 2-5726. | VERA MAXWELL, INC. (530 SEVENTH AVENUE) | SHERATON-EAST HOTEL BALLROOM |
| Beginning Monday April 13 | ADVANCE FALL COATS AND SUITS Showing of coat and suit collection for advance Fall. By appointment. Contact: LA. 4-3310. | GEORGE CARMEL, INC. | 530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR |
| Monday April 13- April 24 | SHOWING OF ADVANCE FALL COLLECTION Informal showings, by appointment. Contact: JU. 2-2317. | MONTE-SANO & PRUZAN | 21 WEST 46TH STREET SHOWROOM - 8TH FLOOR |
| Tuesday April 14 1:15 P.M. | ADVANCE FALL COLLECTION Showing of collection for early Fall delivery, designed by Gina for Gothe. Thereafter by appointment. Contact: Larry Farragut, LO. 5-2727. | GOTHE (DAVID E. GOTTLIEB) | 530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| Beginning Tuesday April 14 | OPENING: EARLY FALL COLLECTION Hannah Troy's early Fall collection at informal daily showings. By appointment. Contact: Lee Lerner, IO. 3-0988. | HANNAH TROY, INC. | 530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---|---|--|---|
| Thursday April 16 9:00 A.M. Breakfast | PREVIEW OF FALL SPORTSWEAR COLLECTION Preview for press and buying offices of women's Fall sportswear. <u>Show at 9:30 A.M.</u> By invitation. Contact: BR. 9-1972. | WHITE STAG MFG. CO. (1407 BROADWAY) | HOTEL PIERRE BALLROOM |
| Thursday April 16 2:30 P.M. | OPENING: ADVANCE FALL COLLECTION Also April 21 and 23 at 2:30 P.M. Contact: PE. 6-6983. | BRANELL | 530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR |
| Sunday April 19- April 23 | FIFTH ANNUAL SKI TRADE SHOW One-hundred-fifty member firms will present ski apparel, equipment, footwear, and accessories, including more than 1200 different brand-name products. Contact: Ralph A. des Rochas, MO. 1-1533. | SKI INDUSTRIES AMERICA (366 MADISON AVENUE) | TRADE SHOW BLDG. & NEW YORKER HOTEL |
| Monday April 20 5:00 P.M. | PRESS PREVIEW OF SKI FASHIONS Showings: Mon., April 20 at 5:00 P.M. (<u>Press</u>); Tues., April 21 at 5:00 P.M. (<u>Trade</u>). By invitation. Contact: Mary Jean Rainnie, LT. 1-7840. | CHRISTIAN DIOR SPORT | 498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR |
| Tuesday April 21 9:00 A.M. Breakfast | PRESS PREVIEW OF SKI FASHIONS Preview of White Stag's ski fashions for men, women, and children. <u>Show at 9:30 A.M.</u> By invitation. Contact: BR. 9-1972. | WHITE STAG MFG. CO. (1407 BROADWAY) | HOTEL AMERICANA GEORGIAN BALLROOM |
| Tuesday April 21 10:30 A.M. | OPENING: ADVANCE FALL COLLECTION By invitation. Thereafter by appointment. Contact: LO. 3-5650. | PATTULLO- JO COPELAND, INC. | 498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR |
| April 21 | CHRISTIAN DIOR SPORT PREVIEW FOR BUYERS AT 5:00 P.M.-- | | 498 Seventh Avenue. |
| April 22 | OPENING OF N.Y. WORLD'S FAIR. Publicity: Peter McDonnell or Jerry Edelberg, Donahue Corp., WF. 4-6541, Ext. 6540. | | |
| Thursday April 23 8:30 A.M. Breakfast | PREVIEW OF FALL LINGERIE FASHIONS Fall lingerie collection for press and buyers. By invitation. Contact: Muriel Fleming, MU. 5-8200. | GOETHAM LINGERIE & TOMMIES PAJAMAS | HAMPSHIRE HOUSE THE COTTAGE |
| Friday April 24 7:00 P.M. Dinner- Dance | FESTIVAL OF FRAGRANCE DINNER-DANCE Final event of "Festival of Fragrance Week" for benefit of Guideposts for Children, Lenox Hill Hospital, in cooperation with leading department stores, magazines and fragrance industry. Gala costume parade and perfume bar. Reservations: \$25.00 (tax deductible). Contact: Annette Green Associates, 101 Park Ave., MU. 4-4911. | THE FRAGRANCE FOUNDATION | WALDORF-ASTORIA BALLROOM |
| Thursday April 30 12:30 P.M. Luncheon | KNITWEAR AND SWIMWEAR: ANNUAL CONVENTION "The Olympics of U.S. Knits"--showing of newly developed fashion concepts in synthetic and natural fibers. Knitwear and swimwear for men, women, and children at forty-sixth annual convention. Tickets: \$7.50 each. Press and buyers by invitation. Producer and Commentator: Mia Grau, PL.5-1127. Contact: Edward Brandwein, 286 Park Ave. So., MU. 3-7520. | NATIONAL KNITTED OUTERWEAR ASS'N | WALDORF-ASTORIA BALLROOM |

MOVIES...THEATRE...OPERA

- Thursday
March 12 OPENING: "BUT FOR WHOM, CHARLIE" ANTA THEATRE, WASHINGTON SQUARE
Lincoln Center Repertory Theatre will present S.N. Behrman's drama as the final play in this series. Director: Elia Kazan. Sets: Jo Mielziner. Publicity: Barry Hyams, CO. 5-4784.
- Monday
March 16 TWENTY-THIRD WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.
Mon., March 16: Verdi's "Falstaff." Tues., March 17: Gounod's "Faust."
Wed., March 18: Verdi's "Otello." Thurs., March 19: Verdi's "Macbeth."
Fri., March 20: Mascagni's "Cavalleria Rusticana" and Leoncavallo's
"Pagliacci." Sat. Mat., March 21: Verdi's "Falstaff." Sat. Eve., March
21: Verdi's "Otello." Sun. Eve., March 22: Puccini's "Tosca." Publicity:
Francis Robinson, PE. 6-1200.
- Sunday
March 22 OPENING: "FUNNY GIRL" THE WINTER GARDEN, 1634 BROADWAY
Starring Barbra Streisand, Sydney Chaplin, Kay Medford, in a new musical about the emergence of Fanny Brice as a star during the years 1910-1925, presented by Ray Stark. Music: Jule Styne. Lyrics: Bob Merrill. Director: Garson Kanin. Costumes: Irene Sharaff. Publicity: Walter Alford and Frank Goodman, CI. 6-4180.
- Monday
March 24 OPENING: "A MURDERER AMONG US" MOROSCO THEATRE, 217 WEST 54TH STREET
Jeff Britton will present a comedy drama about a man imprisoned for murder he did not commit, and after his release feels that society owes him a murder; starring Tom Bosley, Pierre Olaf, Loring Smith, Severn Darden. Director: Sam Wanamaker. Publicity: Harvey Sabinson, TN. 7-8500.
- Wednesday
March 25 OPENING: "NEVER LIVE OVER A PRETZEL FACTORY" EUGENE O'NEILL THEATRE
Paul Vroom, Buff Cobb, with Albert Marre will present a new comedy about three dedicated young men who wish to make a short art film and an alcoholic star who makes their project into an epic of gigantic proportions. Starring Dennis O'Keefe, Nancy Franklin, Lawrence Pressman, Bill Murray, Martin Sheen, Laura Sanders, Robert Strauss. Director: Albert Marre. Costumes: Frank Thomson. Publicity: David Lipsky and Lawrence Witchel, CI. 6-7140.
- Thursday
March 26 OPENING: "ANYONE CAN WHISTLE" MAJESTIC THEATRE, 245 WEST 44TH STREET
Starring Lee Remick, Angela Lansbury, Harry Guardino, with Henry Lascoe, James Frawley, Arnold Soboloff, in the new musical comedy about a man of mistaken identity; presented by Kermit Bloomgarden, Diana Krasny, Robert Fryer, Laurence Carr, John Herman. Director: Arthur Laurents. Costumes: Theoni Aldredge. Publicity: James Proctor, BR. 9-6885.
- Thursday
March 26 PREMIERE: "THE FALL OF THE ROMAN EMPIRE" (Movie) DE MILLE, 7TH AVE. & 47 ST.
Starring Sophia Loren, Christopher Plummer, Alec Guinness, James Mason, Stephen Boyd, John Ireland, Mel Ferrer, Omar Sharif, Anthony Quale, in the movie released by Paramount in PanaVision and TechniColor. Producer: Samuel Bronston. Director: Anthony Quinn. Music: Dimitri Tiomkin. Costumes: Colisanti and Moore. Publicity: Johanna Grant, BR. 9-8700.
- Tuesday
March 31 OPENING: "HIGH SPIRITS" ALVIN THEATRE, 250 WEST 52ND STREET
Starring Beatrice Lillie, Tammy Grimes, Edwin Woodward, with Louise Troy, Carol Arthur, Margaret Hall, Lawrence Keith in the new musical based on "Blithe Spirit" by Noel Coward; presented by Lester Osterman, Robert Fletcher, Richard Horner. Director: Noel Coward. Costumes: Robert Fletcher. Miss Grimes costumes: Valentina. Publicity: Lee Solters, TN. 7-8500.

CALENDAR FOR 1965

| JANUARY | | | | | | | FEBRUARY | | | | | | | MARCH | | | | | | |
|---------|----|----|----|----|----|----|----------|----|----|----|----|----|----|-----------|----|----|----|----|----|----|
| S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| | | | | | 1 | 2 | | 1 | 2 | 3 | 4 | 5 | 6 | | 1 | 2 | 3 | 4 | 5 | 6 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 | 28 | | | | | | | 28 | 29 | 30 | 31 | | | |
| 31 | | | | | | | | | | | | | | | | | | | | |
| APRIL | | | | | | | MAY | | | | | | | JUNE | | | | | | |
| S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| | | | | | 1 | 2 | | | | | | | 1 | | | 1 | 2 | 3 | 4 | 5 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 25 | 26 | 27 | 28 | 29 | 30 | | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 27 | 28 | 29 | 30 | | | |
| | | | | | | | 30 | 31 | | | | | | | | | | | | |
| JULY | | | | | | | AUGUST | | | | | | | SEPTEMBER | | | | | | |
| S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| | | | | | 1 | 2 | | 1 | 2 | 3 | 4 | 5 | 6 | | | | 1 | 2 | 3 | 4 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 | 29 | 30 | 31 | | | | | 26 | 27 | 28 | 29 | 30 | | |
| OCTOBER | | | | | | | NOVEMBER | | | | | | | DECEMBER | | | | | | |
| S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| | | | | | 1 | 2 | | 1 | 2 | 3 | 4 | 5 | 6 | | | | 1 | 2 | 3 | 4 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 | 28 | 29 | 30 | | | | | 26 | 27 | 28 | 29 | 30 | 31 | |
| 31 | | | | | | | | | | | | | | | | | | | | |